

**Laffoon, Susan**

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**From:** Laffoon, Susan  
**Sent:** Friday, August 14, 1998 4:28 PM  
**To:** Ellis, Cathy  
**Subject:** More Up to Date ULT SOM

Cathy,

In case you need more up to date information than year ending 1997, I have calculated the Ultra Low Tar (6mg or less) SOM using 2nd quarter 1998 MSA volumes. I don't have 1998 tar data, so I filtered the brands by name to select out all brands that had 'ULT' in the name. Then I spot checked the brands against the tar values in the 1998 FTC report, to ensure that tar was 6mg or less. The 1998 figures are based on MSA volumes for 799 brands. 1997 calculations are based on the actual total industry volume and the 482 brands for which I had both sales and TITL tar delivery. The number of brands is less for 1997 because TITL does not test generics (such as Genco, F&L, etc.).

<b><u>YE 1997 MSA</u></b>	<b><u>Sales (Billions)</u></b>	<b><u>%SOM</u></b>
Total Industry	480.57	-
Industry ULT Brands	51.45	10.71
PM ULT Brands	20.35	4.24
Merit Ultima	0.92	0.19

<b><u>2nd Qtr 1998 MSA</u></b>	<b><u>Sales (Billions)</u></b>	<b><u>%SOM</u></b>
Total Industry	226.37	-
Industry ULT Brands	28.67	12.67
PM ULT Brands	14.17	6.26
Merit Ultima	0.39	0.17

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(ex - 2426)